

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY TEHRAN

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E.O. 11652:N/A

TAGS:BEXP, IR

SUBJECT:U.S. MACHINE TOOL SOLO EXHIBITION, TEHRAN, IRAN
NOVEMBER 6-10, 1977

1. INDUSTRY SOLICITATION FOR SUBJECT PROMOTION NOW ACTIVELY UNDER WAY, WITH PROPOSED WRAP-UP DATE MAY 1. PROCUREMENT STATUS IS FORTY-FIVE CONTRACTS IN HAND OR STRONG VERBALS RECEIVED. PREPONDERANCE EXHIBITORS BELONG TO ONE OF THREE SALES GROUPS NOW OPERATING IRAN, SO FIRMS EXCELLENTLY POSITIONED CAPITALIZE ON MARKETING OPPORTUNITIES DEVELOPED BY EXHIBITION. WHILE NATIONAL MACHINE TOOL BUILDERS ASSOCIATION ACTIVELY SUPPORTING EXHIBITION ON BEHALF ITS MEMBERS, EVENT IS STANDARD USDOC TYPE ONE SOLO, WITH NORMAL STAFFING AND FISCAL PATTERNS.

2. U.S. MACHINE TOOL SOLO WILL BE LARGEST CAPITAL GOODS EQUIPMENT EXHIBITION EVER STAGED BY USG IN IRAN AND MOST EXTENSIVE SHOWING MACHINE TOOLS BY ANY NATIONAL GROUP
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PAGE 02 STATE 060765

IN NEAR EAST. WITH PROPER PROMOTION AND SHOW ORGANIZATION; IT IS CONCEIVABLE THIS EVENT MIGHT DELIVER A SIGNIFICANT SHARE OF IRANIAN MACHINE TOOL MARKET TO THIS IMPORTANT AMERICAN HEAVY EQUIPMENT INDUSTRY. NATURALLY TO ACHIEVE THIS, ROLE OF SHOW WILL BE OPENING GAMBIT IN CONCERTED

MARKETING CAMPAIGN. TOOL BUILDERS ARE NOW POSITIONING

THEMSELVES FOR MAJOR MARKETING PUSH, AND INTEREST IN IRANIAN MARKET IS AT PEAK. IT IS IMPORTANT THAT POST BEGIN PROMOTING EVENT IN CONTACTS WITH IRANIAN METAL WORKING INDUSTRY AND UNDERTAKE TO DEVISE COURSE OF ACTION TO PUBLICIZE EVENT PRIOR ARRIVAL USDOC FAIR TEAM.

3. ACCORDING CAGNE RECORDS, TERMS AND CONDITIONS SPACE RENTAL FOR THIS PROMOTION ARE SET OUT IN FIVE LETTERS BETWEEN IIFEC AND USTC. APPRECIATE POST VERIFICATION FOLLOWING LIST COMPLETE: LETTER P.H. DAHMLOW/B.VAFA DATED MARCH 15, 1976; LETTER NO. 238, B. VAFA/P.H. DAHMLOW DATED APRIL 11, 1976; LETTER NO. 2626 B. VAFA/P.H. DAHMLOW DATED MAY 9, 1976; LETTER P.H. DAHMLOW/H. SHOAR DATED AUGUST 10, 1976; AND MEMORANDUM P.H. DAHMLOW/PHALE DATED AUGUST 12, 1976. ESSENTIALLY THIS EXCHANGE CORRESPONDENCE RESERVES BUILDINGS 20, 21, 22, AND 23 DURING PERIOD OCTOBER 18-NOVEMBER 22, 1977 FOR U.S. MACHINE TOOL SOLO EXHIBITION.GROSS SPACE IN FOUR BUILDINGS IS 2958 SQUARE METERS. ALLOWING TEN PER CENT FOR AISLES, NET REVENUE SPACE IS 2662 SQUARE METERS, FOR WHICH RENTAL CHARGE IS RIALS 2200 PER SQUARE METER. ONE HALF RENTAL PAYMENT DUE MAY 1, 1977 AND BALANCE DUE SEPTEMBER 25, 1977. IIFEC AGREES TO MAINTAIN 22 DEGREES CENTIGRADE IN FOUR BUILDINGS DURING EXHIBITION AND HAS ADVISED THAT FLOOR LOADING IN FOUR BUILDINGS IS 200 GRAMS PER SQUARE CENTIMETER.

4. POST REQUESTED ADVISE FAIR AUTHORITIES ALL TERMS AND CONDITIONS DETAILED ABOVE ARE ACCEPTABLE USDOC. CAGNE UNCLASSIFIED

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PAGE 03 STATE 060765

NOW IN PROCESS ALLOCATING SPACE AMONG VARIOUS EXHIBITORS, AND IT IS POSSIBLE WHEN MAY 1 PAYMENT MADE, CONSOLIDATION WILL REVEAL LESS SPACE REQUIRED THAN PRESENTLY UNDER OPTION. IN SUCH CASE ONE BUILDING MAY BE RELEASED AS NOT NEEDED, AND RENTAL PAYMENTS WILL REFLECT ACTUAL SPACE UTILIZED. IF ONE BUILDING IS RELEASED IT WILL PROBABLY BE BUILDING 23 IN VIEW INHERENT FREIGHT ACCESS PROBLEMS THIS BUILDING.

5. TOOL BUILDERS USING GREAT CARE IN SELECTING MACHINE TOOLS TO BE EXHIBITED, SO THAT ALMOST ALL TOOLS EXHIBITED WILL BE SOLD DURING OR FOLLOWING SHOW. SINCE FIVE DAY SHOW PERIOD INADEQUATE EFFECT MOST SALES, IT IS IMPORTANT WE GIVE OUR EXHIBITORS SUFFICIENT POST-SHOW TIME TO CONCLUDE SALES. TO DO THIS, PROVISIONS SHOULD BE MADE THAT MACHINE TOOLS IN EXHIBITION BE ALLOWED BONDED STORAGE FACILITY FOR SPECIFIED PERIOD AFTER EXHIBITION.

ALL ASSOCIATED COSTS WOULD BE FOR ACCOUNT EXHIBITORS.

ACCORDING EXHIBITORS APPROPRIATE PERIOD MIGHT VARY FROM
SIXTY TO ONE-HUNDRED AND TWENTY DAYS, AT CONCLUSION OF
WHICH TOOLS WOULD BE SHIPPED OUT OF COUNTRY OR DUTY PAID.
IF IIFEC HAS NO PLANS FOR BUILDINGS 20/23 IN MONTHS
FOLLOWING TOOL SHOW, IS IT POSSIBLE THIS AREA MIGHT SERVE
AS BONDED WAREHOUSE FOR DESIGNATED PERIOD? IS IT POSSIBLE
ESTIMATE WHAT CHARGES MIGHT BE? WHAT FREIGHT FORWARDERS
CURRENTLY HAVE OFFICE AT FAIRGROUNDS? IS IT CORRECT
DANZAS LOST THESE FACILITIES THIS YEAR?
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